



To: Karen Churchard, Tourism & Events Director, City of Scottsdale

From: Rachel Sacco, President & CEO, Experience Scottsdale

Date: March 11, 2019

Re: Fiesta Bowl Fulfillment, Deliverables & Impact to City of Scottsdale for 2018-19

**Fiesta Bowl & Experience Scottsdale
Contract Fulfillment
2018-19**

(Experience Scottsdale was formerly Scottsdale Convention & Visitors Bureau, SCVB)

**PlayStation Fiesta Bowl
Tuesday, Jan. 1, 2019
Louisiana State University (LSU) vs. University of Central Florida (UCF)**

**Cheez-It Bowl
(Formerly the Cactus Bowl)
Wednesday, Dec. 26, 2018
University of California, Berkeley (Cal) vs. Texas Christian University (TCU)**

1.1 Both Fiesta Bowl teams stay in Scottsdale/PV resorts.

Both Fiesta Bowl teams stayed in Scottsdale/PV resorts.

- Fairmont Scottsdale Princess: Louisiana State University, 1,272 room nights
- The Scottsdale Plaza Resort: University of Central Florida, 1,451 room nights

1.1 One Cactus Bowl team stays in a Scottsdale/PV resort (Dec. 2006-09).

Although this is no longer required per the contract, one Cheez-It Bowl team stayed in a Scottsdale/PV resort.

- Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch: University of California, Berkeley, 626 room nights

1.2 Both Fiesta Bowl teams practice at Scottsdale-area facilities.

Both Fiesta Bowl teams practiced at Scottsdale-area facilities.

- Notre Dame Prep High School: Louisiana State University
- Scottsdale Community College: University of Central Florida

1.2 One Cactus Bowl team practices at Scottsdale-area facility (Dec. 2006-09).

Although this is no longer required per the contract, one Cheez-It Bowl team practiced at a Scottsdale-area facility.

- Chaparral High School: University of California, Berkeley.

1.3 Fiesta Bowl responsible for securing and renting its Scottsdale practice facilities.

Fulfilled

1.4 Fiesta Bowl to cause 5 groups representing 2,000 room nights to lodge in Scottsdale/PV—with at least 3 of these groups affiliated with Fiesta—not Cactus Bowl.

The Fiesta Bowl caused 10 groups representing 4,986 room nights to lodge in Scottsdale/PV, with 7 of these groups affiliated with the Fiesta Bowl. Of these rooms, 2,951 were in Scottsdale resorts and 2,035 were in Paradise Valley resorts.

- | | |
|---|-------------------|
| • Doubletree Resort: Cal Band & Cheer (CB) | 122 room nights |
| • Embassy Suites Scottsdale: LSU Band & Cheer (FB) | 404 room nights |
| • Fairmont Scottsdale Princess: LSU Team (FB) | 1,272 room nights |
| • Hilton Scottsdale Resort: UCF Band & Cheer (FB) | 375 room nights |
| • Hotel Valley Ho: UCF Alumni (FB) | 237 room nights |
| • Hyatt Regency Scottsdale: Cal Team (CB) | 626 room nights |
| • JW Marriott Camelback Inn: Media Hotel (FB & CB) | 255 room nights |
| • Mountain Shadows: LSU Alumni (FB) | 207 room nights |
| • Scottsdale Plaza Resort: UCF Team (FB) | 1,451 room nights |
| • The Scottsdale Resort at McCormick Ranch: Sponsor VIPs (CB) | 37 room nights |

These numbers reflect groups generated by the Fiesta Bowl/Cheez-It Bowl and Experience Scottsdale teams. There were other tour groups, fans and visitors throughout Scottsdale that were not a direct referral from the Fiesta Bowl/Cheez-It Bowl.

An additional 58 room nights for conference commissioners also were generated at Royal Palms Resort & Spa, a Phoenix-based resort that is in Experience Scottsdale membership.

2.1 SCVB exclusive CVB and hotel reservation service for Fiesta Bowl game.

Fulfilled

2.2 Fiesta Bowl shall promote within its collateral, the SCVB's website for accommodations bookings.

Fulfilled

2.3 Fiesta Bowl to refer customers seeking accommodations to SCVB's website.

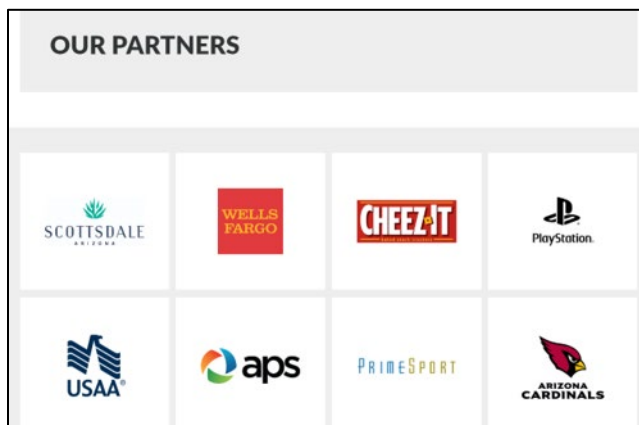
Fulfilled

2.4 Fiesta Bowl to provide link from home page of its website to SCVB's accommodations booking page.

In addition to providing a link from the home page of its website to the Experience Scottsdale website, the Fiesta Bowl also provided promotional copy about the area.

2.5 Fiesta Bowl shall promote accommodations-booking page to incoming groups.

Fulfilled

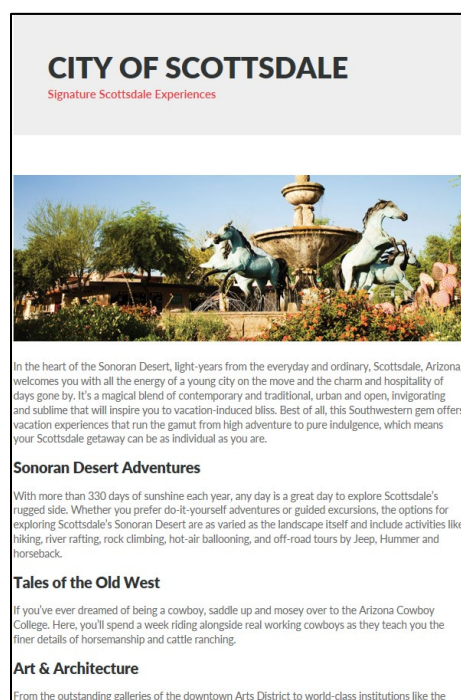


2.6 Fiesta Bowl allows SCVB to appoint representative to be part of committee related to game accommodations for incoming universities.

While most multi-year contracts are still ongoing, the Fiesta Bowl did re-sign the two Fiesta Bowl team hotels for another three years, to include the 2019-20, 2020-21 and 2021-22 games. Contract negotiations with hotels are handled directly between the hotels and the Fiesta Bowl.

2.7 Fiesta Bowl to allow SCVB to take part in promotional trips to markets of participating teams.

Experience Scottsdale did not participate in these trips this year. Instead, we worked directly with Fiesta Bowl staff to identify and place groups in Scottsdale/PV properties. We also participated in team meetings that took place at the Fiesta Bowl office. These meetings allowed Experience Scottsdale staff to interact directly with team and alumni staff. In addition, Experience Scottsdale was contacted by various teams to assist with potential off-site activities and dinners.



2.8 Fiesta Bowl to provide minimum of 5 public address announcements during each Fiesta Bowl game.

The Fiesta Bowl provided Experience Scottsdale with five public address announcements during the Fiesta Bowl game. In addition, our logo was shown on the stadium video boards during these public address announcements.

2.9 Fiesta Bowl to provide SCVB two 30-second video board spots during each Fiesta Bowl game.

The Fiesta Bowl provided Experience Scottsdale with two 30-second video board spots during the Fiesta Bowl game.

2.10 Fiesta Bowl to provide SCVB with a full-page ad in Fiesta Bowl and Cactus Bowl game programs and Fiesta Bowl Entertainment Guide.

Both the Fiesta Bowl and Cheez-It Bowl game programs included a full-page ad from Experience Scottsdale, as well as both City of Scottsdale and Experience Scottsdale logos on the sponsor recognition pages. A total of 9,000 Fiesta Bowl programs were distributed to all suites and sold at merchandise stands, while 6,000 Cheez-It Bowl programs were distributed.

Fiesta Bowl no longer produces the Entertainment Guide. In place of the guide ad, Experience Scottsdale received a table for 10 at the Kickoff Luncheon. These tickets were used by Experience Scottsdale staff, City of Scottsdale staff and Scottsdale host hotels to represent the destination at this event.



2.11 Fiesta Bowl to list City of Scottsdale and SCVB as sponsors in Fiesta Bowl game program and other areas where sponsors listed.

Fulfilled

3.1 Fiesta Bowl to provide the following:

Note: Experience Scottsdale and Fiesta Bowl signed a first amendment to the hospitality and promotional agreement that replaces some of the original contract hospitality benefits to better reflect current needs by Experience Scottsdale as well as current offerings from the Fiesta Bowl.

One (1) Fiesta Bowl loft, including 20 loft tickets, 20 Stadium Club pregame passes and 5 parking passes.

Experience Scottsdale's convention sales team used the stadium suite, pregame passes and parking passes during a meeting planner familiarization tour. The suite helped us attract top planners who otherwise wouldn't have been here.

Thirty-two (32) lower level tickets, eight (8) Fiesta Bowl parking passes, one (1) Fiesta Bowl bus parking pass, and twelve (12) Stadium Club pregame passes for the 2017-18 game.

Experience Scottsdale used these tickets and passes for local meeting planner clients, local travel agent clients and the meeting planner familiarization tour.

Four (4) Cactus Bowl Club Level tickets, and two (2) Cactus Bowl parking passes.

Experience Scottsdale used these tickets and parking passes for local meeting planner clients.

One (1) table for 10 guests at the Fiesta Bowl kickoff lunch.

Experience Scottsdale hosted staff, City stakeholders and host hotels at this year's kickoff lunch.

4.1 City provides Scottsdale police escorts to & from daily practices & to & from Fiesta Bowl & Cactus Bowl games to all teams that stay in Scottsdale/PV properties. The escorts are provided at no charge to Fiesta Bowl or the applicable teams.

Fulfilled.

4.2 City provides Scottsdale police department representative to aid Fiesta Bowl and Cactus Bowl teams staying in Scottsdale with matters of public safety and security.

Fulfilled

4.3 SCVB shall aid Fiesta Bowl, upon request, with locating practice facilities within Scottsdale for use by Fiesta Bowl and Cactus Bowl teams.

Fulfilled

4.4 SCVB shall aid Fiesta Bowl annually, upon request, with securing room blocks and rates at Scottsdale and Paradise Valley resorts at rates set by BCS for Fiesta Bowl and Cactus Bowl games.

While most multi-year contracts are still ongoing, the Fiesta Bowl did re-sign the two Fiesta Bowl team hotels for another three years, to include the 2019-20, 2020-21 and 2021-22 games. Contract negotiations with hotels are handled directly between the hotels and the Fiesta Bowl.

4.5 SCVB shall secure for Fiesta Bowl's use a block of 250 room nights at Scottsdale/PV resorts at substantially-discounted rate.

Fiesta Bowl did not use this benefit this year.

4.6 SCVB shall feature Fiesta Bowl within SCVB's destination marketing materials.

Following is a recap of how Experience Scottsdale promoted the Fiesta Bowl games.

Fiesta Bowl

Online

- Fiesta Bowl calendar of events listing (2,896 page views)
- Fiesta Bowl on ExperienceScottsdale.com home page (9,812 page views)
- Social media (Fiesta Bowl game):
 - 1 Twitter post (approx. 94,000 followers; 2,187 impressions)
 - 1 Facebook post (approx. 262,000 followers; 4,523 impressions)
- Paid digital:
 - Google – 21,658 impressions; 868 clicks
 - Social – 268,100 impressions; 3,845 clicks

Email

- Included in October 2018 meetings email (8,300 contacts)
- Included in December 2018 leisure email (45,447 contacts)

Print

- Included in December 2018 printed calendar of events (6,000 printed copies)
- Included in January 2019 printed calendar of events (6,500 printed copies)
- Featured event listing in the Scottsdale Visitors Guide (115,000 printed copies)
- Featured event listing in the Meeting & Travel Planners Guide (2,500 printed copies)
- Included in Dec. 5, 2018, "Tourism Spotlight" section of *Scottsdale Republic* (30,900 printed copies)

Sales

- Fiesta Bowl FAM: Seven sports event organizers and their guests were in attendance

Public Relations

- Featured in "Touchdown in Scottsdale for PlayStation Fiesta Bowl" press release (distributed to nearly 20 media contacts in Louisiana State University area and University of Central Florida area)

Additional Promotion

- Distributed Experience Scottsdale materials to the Fiesta Bowl Museum, including 120 visitor guides

Cheez-It Bowl**Online**

- Cheez-It Bowl calendar of events listing (1,493 page views)
- Cheez-It Bowl on ExperienceScottsdale.com home page (9,812 page views)
- Social media:
 - 1 Twitter post (approx. 94,000 followers; 1,647 impressions)
 - 1 Facebook post (approx. 262,000 followers; 3,255 impressions)
- Paid digital:
 - Google – 21,658 impressions; 868 clicks
 - Social – 268,100 impressions; 3,845 clicks

Print

- Included in December 2018 printed calendar of events (6,000 printed copies)
- Featured event listing in the Scottsdale Visitors Guide (115,000 printed copies)
- Featured event listing in the Meeting & Travel Planners Guide (2,500 printed copies)
- Included in Dec. 5, 2018, "Tourism Spotlight" section of *Scottsdale Republic* (30,900 printed copies)

Public Relations

- Featured in "Touchdown in Scottsdale for Cheez-It Bowl" press release (distributed to more than 130 media contacts in University of California, Berkeley, area, and Texas Christian University area)

Fiesta Bowl Par 3 Challenge

For the second year in a row, the Fiesta Bowl hosted their Par 3 Challenge golf tournament at Mountain Shadows in Paradise Valley (Nov. 1-2, 2018).

Football Bowl Association's 2021 Annual Meeting

In 2018, the Football Bowl Association – with the help of the Fiesta Bowl and Experience Scottsdale – signed a deal with The Scottsdale Resort at McCormick Ranch to host the FBA's 2021 annual meeting. The FBA is an association of the 35 sub-division college football post-season bowl executive directors, committee members and operators. Meeting attendees will include bowl representatives, College Football Playoff executives, ESPN, meeting sponsors and tradeshow exhibitors. The event is expected to generate 575 room nights in Scottsdale from April 11-14, 2021.

Fiesta Bowl Summit

The Fiesta Bowl Summit was held at Hyatt Regency Scottsdale Resort at Gainey Ranch in May. The summit will be held annually at the Hyatt through 2023, generating approximately **1,200 to 1,500 room nights** for Scottsdale each year. Experience Scottsdale assisted the Fiesta Bowl with selecting a new location for this event.

4.7 SCVB/City payment to Fiesta Bowl

The City of Scottsdale paid \$168,109, and Experience Scottsdale paid \$168,108. The Fiesta Bowl received a total of \$336,217 from both parties for 2018-19 benefits as stipulated in the 20-year agreement.

Experience Scottsdale Deliverables 2018-19

CONTRACT RETURN ON INVESTMENT

In 2018-19, official Fiesta Bowl groups booked 2,951 room nights into Scottsdale bed-tax paying hotels and resorts for the Fiesta Bowl and Cheez-It Bowl. The Fiesta Bowl contract requires only 2,000 room nights, which can be placed in Scottsdale and Paradise Valley. The numbers below, however, only account for rooms booked into Scottsdale bed-tax paying properties.

Fiesta Bowl: 2,288 room nights x \$214.91 average daily room revenue = \$491,714
 + Cheez-It Bowl: 663 room nights x \$194.02 average daily room revenue = \$128,635
 = \$620,349 in total room revenue

According to Longwoods visitor study, lodging accounts for 41% of overnight visitors' total spend in Scottsdale. This means, Scottsdale room nights from official Fiesta Bowl groups – not including fan bookings – led to direct spending of more than \$1.5 million in our community.

The City's pass-through investment to Experience Scottsdale for the Fiesta Bowl contract for the 2018-19 games was \$168,109.

In 2018-19, the City received a 9 to 1 return on investment in the Fiesta Bowl contract.

CONTRACT BACKGROUND

Annually, the partnership with the Fiesta Bowl brings thousands of teams, bands, alumni and fans to Scottsdale hotels and resorts for the Cheez-It Bowl and Fiesta Bowl games. These visitors not only stay in our hotels, but also spend money in the City's restaurants, shops and attractions. This partnership also keeps Scottsdale in the spotlight even though the games are played elsewhere in the Valley.

Experience Scottsdale approached the Fiesta Bowl in 2002 about creating this relationship, following the announcement that the Fiesta Bowl would be moving its game to the stadium in Glendale. Although nearly 50 percent of Scottsdale's resort and full-service hotel business is associated with meetings, most companies and associations do not meet during the holidays. Thus, Fiesta Bowl teams and fans fill hotel rooms that might otherwise be vacant this time of year. During the past 13 years of the current 20-year agreement, Scottsdale has posted major increases over the rest of the metro area in hotel occupancy (+17.2%), average daily room rate (+96.4%) and revenue per available room (+129.9%) during the Fiesta Bowl.

We cannot assume that these teams, bands, alumni and fans would continue to stay in Scottsdale without such an agreement, as we have seen clearly that many of the Valley's mega events are moving further into downtown Phoenix. Even with the Fiesta Bowl agreement in place, other communities around the Valley are working hard to attract any groups they can away from the Scottsdale area. Through the Fiesta Bowl agreement, the Fiesta Bowl works with Experience Scottsdale to book as many groups into the Scottsdale area as possible, often far exceeding the number of room nights they committed to provide, which speaks volumes about the value of this partnership.

EXPERIENCE SCOTTSDALE MARKETING DELIVERABLES

In addition to the City's return on investment from the Fiesta Bowl as well as the marketing and hospitality benefits associated with the contract between Experience Scottsdale and Fiesta Bowl, Experience Scottsdale leverages the bowl games to promote tourism to Scottsdale. This includes the Experience Scottsdale efforts listed below for 2018-19.

Marketing & Promotional Deliverables from Experience Scottsdale to Directly Benefit the City of Scottsdale	Estimated Contract Market Value for 2018-19*
Include Fiesta Bowl/Cheez-It Bowl on home page online	\$13,500
Include Fiesta Bowl/Cheez-It Bowl on calendar of events page online	\$3,000
Include Fiesta Bowl/Cheez-It Bowl on social media accounts (i.e. Twitter and Facebook)	\$3,000
Include Fiesta Bowl/Cheez-It Bowl in pay-per-click advertising	\$15,000
Include Fiesta Bowl in Leisure Visitor and Meeting Planner e-mail blasts	\$3,600
Include Fiesta Bowl/Cheez-It Bowl in Scottsdale Visitors Guide and Meeting & Travel Planners Guide	\$8,498
Include Fiesta Bowl/Cheez-It Bowl in Scottsdale Calendar of Events Guide	\$1,854
Include Fiesta Bowl/Cheez-It Bowl in Scottsdale Republic section	\$600
Provide Experience Scottsdale materials to Fiesta Bowl museum	\$1,523
Include Fiesta Bowl/Cheez-It Bowl in press release to team markets	\$1,236
Host Fiesta Bowl FAM for meeting planners	\$51,500
Secure room blocks/groups related to Fiesta Bowl/Cheez-It Bowl in Scottsdale	\$7,725
TOTAL MARKETING & PROMOTIONAL VALUE ABOVE AND BEYOND THE CONTRACT BETWEEN EXPERIENCE SCOTTSDALE AND FIESTA BOWL	\$111,036

**Market values increased from year prior to account for increased costs associated with salary and benefits and the costs to conduct business.*

GUARANTEED ROOM NIGHTS ASSOCIATED WITH BOWL GAMES

Experience Scottsdale works with the Fiesta Bowl and our local hotels to keep as many Fiesta Bowl and Cheez-It Bowl related groups in Scottsdale hotels and resorts. Contracts are in place with the following Scottsdale bed-tax paying hotels for 2018-19:

- Fairmont Scottsdale Princess: Fiesta Bowl Team
- Hotel Valley Ho: Fiesta Bowl Alumni
- Embassy Suites Scottsdale: Fiesta Bowl Band
- Hilton Scottsdale Resort & Villas: Fiesta Bowl Band
- Hyatt Regency Scottsdale Resort & Spa: Cheez-It Bowl Team

Based on the contracts listed above and the previous room nights generated from these groups, Experience Scottsdale guaranteed 2,750 minimum room nights that would be generated for the City during the 2018-19 bowl games. Based on the guaranteed room nights in Scottsdale, forecast average daily rate during the game timeframe, and city bed- and sales-tax rates, the tax revenue generated for Scottsdale from these room nights is expected to be approximately \$39,105.

The Fiesta Bowl booked more than the guaranteed minimum with a total of 2,951 room nights in Scottsdale bed-tax paying hotels. Based on the generated room nights in Scottsdale, reported average daily rate during the game timeframe, and city bed- and sales-tax rates, the tax revenue generated for Scottsdale from these room nights is approximately \$41,253.

2018-19 Bowl Games Room Nights from Official Bowl Groups at Scottsdale Hotels	Generated Room Nights in Scottsdale	ADR During Game Timeframe <i>(Source: STR)</i>	City Bed and Sales Tax Rate <i>(Source: City)</i>	Estimated Tax Revenue to Scottsdale
Fiesta Bowl	2,288	\$214.91	6.65%	\$32,699
Cheez-It Bowl	663	\$194.02	6.65%	\$8,554
TOTAL	2,951			\$41,253